IN THIS ISSUE:
70,000 STRONG PETITION HANDED IN TO GOVERNMENT
FAIRTRADE’S 20TH BIRTHDAY CELEBRATIONS
VISITING AFRICA’S OLDEST FAIRTRADE COFFEE CO-OPERATIVE
You may have noticed a little more coverage of Fairtrade and its impact in the media over the past few months. Much of this has been about our widely reported Make Bananas Fair campaign. However, following the release of a research study titled ‘Fairtrade, Employment and Poverty Reduction in Ethiopia and Uganda’ by the School of African and Oriental Studies (SOAS), UK, some has questioned the effectiveness of Fairtrade in tackling rural poverty.

This study focused on wage workers (those who don’t own land but earn a living from wage labour on agricultural farms) in two countries – Ethiopia and Uganda – and looked at four Fairtrade organisations out of over 1,000 certified worldwide. It raised important and challenging issues about how Fairtrade works in these specific situations and how it needs to do more to ensure that the benefits of Fairtrade reach the very poorest and most marginal seasonal labourers, perhaps the most difficult to reach for all development organisations.

Because we know that such research helps Fairtrade learn and improve, we welcome the focus of the SOAS study. In fact, over the last five years we have ourselves commissioned a range of extensive independent studies that highlight both the successes and challenges for Fairtrade in these areas and help us plan for the future.

Through our own research, monitoring and evaluation, as well as other independent academic enquiry, we remain completely confident that the Fairtrade movement makes a very tangible difference to the lives of 1.4 million poor farmers and workers in over 1,000 organisations across 70 countries, as well as their families and communities.

For example, research in Uganda by Gottingen University into various certification schemes found that farmer incomes on Fairtrade certified farms had risen by 30%.

Research undertaken in Asia, Africa and Latin America by the National Resources Institute (NRI) found that ‘women and children had particularly benefited from the Fairtrade Premium investments, including through building more dispensaries, more classrooms, girls dormitories, water tanks and pipes, improved facilities and livelihood diversification activities.’

Of course tackling the poverty and global injustice brought about by a deeply unfair international trading system is a complex task and we acknowledge what we do is a work in progress. We hope the SOAS study will be used to help people to understand the challenges that together we are up against. Fairtrade Foundation is committed to playing its part, along with governments, trade unions, companies and other NGOs. It is only with the collective action of each of us, and the wider movement for social justice, that we will make real progress towards a fairer world for all.

To read more, please read the response from the Fairtrade Foundation here and a Q&A from Fairtrade International here.
‘It’s been two months since I visited the UK to represent banana farmers from Colombia and spread the word about the Fairtrade Foundation’s campaign to make bananas fair. I am thrilled that the petition has over 70,000 signatures and the campaign has the support of 56 MPs. It amazes me now, just as it did when I visited you, how supporters of Fairtrade push the movement forward with so much power. These actions have a huge impact for me and other banana producers.’

Albeiro Alfonso ‘Foncho’ Cantillo

‘My biggest reflection from my visit is how you received me like a member of your own family, and how passionate you all were about Fairtrade.’

Students from Colvestone Primary School joined Fairtrade supporters to deliver the petition to the Department for Business, Innovation and Skills, in May. However, as Foncho acknowledges, Fairtrade Fortnight is only the beginning of the journey to make bananas fair:

‘The price wars that continue to rage between retailers in the UK are damaging the livelihoods of thousands of farmers like me. I’ve heard that the UK’s Secretary of State for Business, Vince Cable, supports Fairtrade’s work broadly but believes the market is currently working for consumers who get cheap bananas. My message to him is simple: what about us, the farmers and workers who grow bananas? I want to stress the importance of protecting producers: we work incredibly hard all year round to grow the UK’s favourite fruit. We deserve a fair price for our bananas.’

As Barbara Crowther, Director of Policy and Public Affairs here at the Fairtrade Foundation, says in this Guardian article: ‘We’re very, very concerned about the impact of price wars on producers. More than 10 years of pushing down the price has led to a depression in the real value of banana exports in almost every producer country.’

Going forward we will continue to raise our concerns about the unsustainable pricing of bananas by retailers with the CMA (Competition & Markets Authority) and the gap in powers of the Groceries Code Adjudicator to protect producers who sell to supermarkets through intermediaries.

If banana production declines, this will ultimately have an impact on UK consumers in the long-term. We will continue to push retailers whose bananas aren’t all Fairtrade to do more and together we will make bananas fair.

Thank you. You have helped us to take a huge first step in the fight to make bananas fair. Foncho recently wrote a letter to Fairtrade supporters, this is what he had to say:

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PARAGUAYAN PRIDE: FARMERS OPEN WORLD’S FIRST FAIRTRADE ORGANIC SUGAR MILL

The Manduvirá Co-operative in western Paraguay has transformed from a group of farmers struggling with unfair prices and unjust trading practices into the world’s leading producer and exporter of organic and Fairtrade certified sugar.

Fairtrade sugar farmers from the remote Manduvirá Co-operative are celebrating an extraordinary achievement – the ribbon-cutting of the world’s first producer-owned Fairtrade organic sugar mill.

In December 2011, the co-operative laid the foundation stone for what was to become the first producer-owned sugar mill, which opened for business in May 2014. At an opening ceremony attended by 2,000, the co-operative’s General Manager Andres Gonzales announced, ‘Our dream of a sugar mill owned by a co-operative and not by private “empresarios” has come true.’ This first-of-its-kind $15 million project was funded through a combination of national and international loans, contributions from the Fairtrade Premium, and the Fairtrade Access Fund.

Now rather than paying transportation and rental costs to another factory over 100km away, Manduvirá and its mill are bringing a significant improvement to the lives of sugar farmers, workers and their communities. The co-operative has also used premium funds to increase productivity, improve homes and build a health centre. Fairtrade related services for the members include savings and credit, agricultural assistance, health and agriculture training and education, art, music, languages and computing courses and, for children of low-income families, uniforms and school materials.

“I say to our fellow small-holders in Paraguay and around the world don’t stop fighting for your dreams. Anything is possible when you believe and when you work.”

Andres Gonzales, General Manager, Manduvirá Co-operative

What kind of activities did you organise for Fairtrade Fortnight 2014 to raise awareness of the make bananas fair campaign?

We were lucky enough to have a banana producer, Aimeth Fernandez Angulo in Yorkshire on tour for two weeks. In Bradford we arranged a meet and greet and a smoothie bike in a local shopping centre, and our Deputy Lord Mayor even had a go! There were other smoothie bikes throughout the region too, which were very appealing (no pun intended). We received a lot of coverage in local media, because of campaigners dressed in banana suits.

What fun Fairtrade activities have you got planned for the rest of the year?

Fairtrade Yorkshire is planning an autumn event to celebrate 20 years of the FAIRTRADE Mark, which we are really looking forward to. In other news, the Tour de France is coming to Yorkshire this summer! Bradford Fairtrade Zone has commissioned a local video maker to create a short and memorable Cycling Fairtrade Yorkshire video to promote Fairtrade to the watching world shortly before the Tour de France starts on 5 and 6 July.

The video will show the uphill struggle for trade justice and the solution that Fairtrade provides. Fairtrade producers will be featured to show how communities are linked by

Fairtrade. We want to show the breadth of Fairtrade support across the Yorkshire Fairtrade Region and celebrate Yorkshire’s Fairtrade places. Here’s a sneak preview to set the scene – a lone cycling banana sets off and is gradually joined by other bananas as the pace picks up and they cycle off into the Yorkshire countryside. The final destination? A hillside where ‘Fairtrade Yorkshire’ is spelt out in 12ft letters! The film is part funded by Bradford Council and will be launched on the Fairtrade Yorkshire website www.fairtradeyorkshire.org.uk.

What is your favourite Fairtrade memory?

It is difficult to pick just one. A top moment definitely has to be standing in a field with 12ft letters spelling out Fairtrade Yorkshire and being surrounded by cycling bananas. It sounds quite surreal doesn’t it? My personal highlight was being part of the Make Food Fair petition hand-in at Downing Street last year. The Fairtrade cotton bunting event we organised in Bradford with two visiting cocoa farmers in 2011 was wonderful too.
It’s perhaps one of the less well known benefits of Fairtrade, but certified cocoa farmers in West Africa are seeing their farms and livelihoods go from strength to strength after choosing to invest their Fairtrade Premium on improving their productivity.

A new report, ‘Fairtrade Cocoa in West Africa’, released by Fairtrade International and Fairtrade Africa last month, reveals that Fairtrade certified cocoa farmer organisations chose to spend 36% of their Premium on projects to increase the yield and quality of their cocoa – far above Fairtrade International’s suggested 25% minimum.

This level of investment is having a very positive impact on members’ farms. Greater yields of greater quality mean more cocoa to sell, as Sesame Draman, a cocoa farmer from the village of Woroyiri in Côte d’Ivoire, explains, ‘Our fields were exhausted, but with the help of the co-operative we have learnt good agricultural techniques and now our cocoa trees produce more. I’ve doubled my annual harvest!’

Sesame is a member of one of eight co-operatives which make up Enterprise Cooperative Kimbe (ECOOKIM). Formed in Côte d’Ivoire in 2004, its aim is to unite and empower its members so they can negotiate from a stronger position. Mouldy cocoa was one of the major challenges its 2,800 membership faced: a lack of training meant not all beans had been dried properly before storage. Nearly all of ECOOKIM’s producers have now been trained in Good Agricultural Practices including correct fermentation and drying processes, and investment has been secured to construct new storage warehouses and drying racks.

The results have been impressive – approximately 90% of ECOOKIM’s members grow and process cocoa which is of a high enough quality for the international market – and have had positive impacts beyond the commercial. Mamadou Savane, ECOOKIM’s Sustainability Manager, explains: ‘The training programmes allow members to feel that their co-operative is interested in their daily activities and their well-being; we are not there simply to collect the cocoa but to accompany them on their individual development pathways.’

Strong, democratic co-operatives which invest in their members can often be an overlooked benefit of Fairtrade, but as Chief Adam Tampuri, Chair of Fairtrade Africa, explains, it’s one of, if not the, most important:

‘When farmers are strong and organised, when we have income and investment, we solve problems.’

For cocoa farmers in West Africa, the next problem to solve is one shared by many Fairtrade producers around the world: establishing deeper, long-term partnerships to sell more cocoa on Fairtrade terms. As Sesame explains, ‘It would please me a lot if I could sell more. Fairtrade cocoa has helped us growers, as well as the co-operative. We’d like to continue working with Fairtrade so that we can make enough money to develop our village: a water pump, a school – the nearest one is 5km away – and a clinic.’

Côte d’Ivoire is home to 30,000 growers like Sesame producing 75,000 tonnes of cocoa every year. Yet whilst all of this is grown to Fairtrade standards, barely 15% is currently sold on Fairtrade terms. ECOOKIM members have never been able to sell all their certified cocoa as Fairtrade.

This low proportion of Fairtrade sales is not unique to West African cocoa farmers, on average Fairtrade producer groups sell just 28% of their produce as Fairtrade which is limiting the benefits they can receive. The message from these growing co-operatives to the industry is clear – provide us with a stronger market.

What’s the message to us in the UK? Simple – choose and ask for more Fairtrade chocolate so these long-term partnerships can be secured.

‘At most, we’ve managed to sell 30 to 40% of our annual production on Fairtrade terms. We’d be delighted to benefit from the Fairtrade Premium and to sell 100% of our volume.’

Mamadou Savane
NEW FAIRTRADE PRODUCTS FOR SUMMER

Ask for Fairtrade and look for this Mark on products
www.fairtrade.org.uk

TAYLORS OF HARROGATE GOOD MORNING COFFEE
New feelgood morning roast, made with 100% organic, Fairtrade beans grown by smallholder farmers in Nicaragua and Peru. Available in Tesco, Waitrose and online at www.taylorscoffee.co.uk

BEN & JERRY’S, VANILLA HONEY CARAMEL GREEK STYLE FROZEN YOGURT
New Fairtrade greek style frozen yogurt in three flavours from Ben & Jerry’s, perfect for the summer! Available from all major supermarkets.

FAIR TRADE BENEDICTINE
Fairtrade Benedictine liqueur. Available at Waitrose and online at www.benedictine.com

COTSWOLD FUDGE CO. CHOCOLATE ORANGE FUDGE
Available in independent retailers and Oxfam stores nationwide.

FAIR SPIRITS
FAIR. BELIZE RUM
Fairtrade Belize rum and quinoa vodka. Available in Wholefoods stores.

TILimuQUi, malbec rosé wine FROM ARGENTINA
Available from August, in Waitrose stores and online at www.waitrosecellar.com

SQUIRE’S, KITCHEN SUGARPASTE
The first Fairtrade sugarpaste brand in a range of 27 shades. Available from all good cake decorating and sugarcraft shops and online at www.squires-shop.com

PEROS, ONE WORLD GLUTEN FREE FLAPJACKS AND CHOCOLATE BROWNIE
Available in universities and workplaces. www.peros.co.uk

Pukka, new range of green teas
New Fairtrade teas – Supreme Matcha Green, Clean Green, Serene Jasmine Green and Cool Mint Green. Available at independent health stores and online at www.pukkaherbs.com

GRUMPy MULE, KING OF THE MOUNTAIN GROUND COFFEE
Limited edition blend of 100% Fairtrade Arabica beans to celebrate the Tour de France. Available until August in selected stores and online at www.grumpymule.co.uk

NAMAQUA RESERVE, NEW WINES FROM SOUTH AFRICA
Chenin Blanc Chardonnay and Shiraz Cabernet Sauvignon. Available at the Co-op stores.

ARGAN LIQuID GOLD, ARGAN OIL
100% pure and organic Fairtrade Argan oil to nourish skin, hair and nails. Available online at www.arganliquidgold.co.uk

Peros, one world gluten free flapjacks and chocolate brownie
Available in universities and workplaces. www.peros.co.uk
Who are you?
Traidcraft has been the UK’s leading fair trade organisation and a fair trade pioneer for more than 35 years. We sell a great range of fair trade products, campaign for trade justice and run effective development programmes across the developing world.

What are you working on at the moment?
We’re sourcing fair trade palm oil from Ghana, working with the Serendipalm cooperative. We’re using it to make our brand new household cleaning range, Clean & Fair, which is the world’s first cleaning range to carry a FAIRTRADE Mark. Consisting of laundry liquid, multi-surface cleaner, washing up liquid and handwash, the eco-friendly range also contains Fairtrade certified and organic coconut oil from a farmers’ co-operative in Kerala, India.

What makes Clean & Fair different?
Clean & Fair is not only great for the planet but it is great for the farmers and processors at Serendipalm. Farmers are paid fair prices and given support to farm efficiently, and the palm oil processing unit employs local people on fair wages. In addition, a premium is paid which is used to fund local community projects, such as providing clean water to villages that previously had to travel to obtain it.

Daniel Nyano is a younger palm oil farmer who sees palm as his future and understands the importance of growing in an environmentally sustainable way. He says: ‘I grow my palm using modern but environmentally friendly methods because of the training I have had. I enjoy growing my palm. I have a better life, I want to do well.’

NEW SUMMERTIME SPECIALS!

FAIR-T DON’T LET OUR OCEANS DIE T-SHIRT
From a new range of hip and trendy Fairtrade cotton t-shirt prints. Available at www.fair-t.com

PANTS TO POVERTY, FASHION REVOLUTION UNDERWEAR COLLECTION
Made from Fairtrade Organic certified cotton. Available at www.pantstopoverty.com

LITTLE GREEN RADICALS RAINBOW MAKER TEE AND STORY TIME DRESS AND DUNGAREES
Made with 100% Fairtrade Organic cotton. Available at www.littlegreenradicals.co.uk

Who are you?
Traidcraft was founded in 1979 and pioneered the introduction of fair trade coffee, tea, sugar, chocolate and honey to the UK.

PRODUCTS:
Traidcraft sells more than 650 products

PRODUCER IMPACT:
Last year, more than 900,000 farmers, growers and artisans benefited from Traidcraft’s projects and programmes.
This year we are celebrating 20 years of the FAIRTRADE Mark on UK shelves and the difference it’s made to farmers and workers all around the world. Its success is down to you, the supporters who campaign for trade justice. Every banana costume worn, letter written, event organised, Fairtrade Fortnight celebrated and product recommended has helped the UK understand who’s behind the food they love.

But we are still a long way from where we need to be. Although there are more certified products than ever on our shelves, Fairtrade still makes up only a small proportion of global commodity purchasing, and the need to make everyone understand the power their choices have when they shop is more important than ever before.

We’ll be celebrating the 20th anniversary of the FAIRTRADE Mark in the Autumn and showcasing the 20 years of campaigning which sit behind it. Got a favourite moment from your history of supporting Fairtrade? Email us a photograph and tell us what Fairtrade means to you at fairtradeat20@fairtrade.org.uk

Stirring up change for over 20 years

Coffee was the first ever Fairtrade certified product, and the Kagera Co-operative Union (KCU) in Tanzania was the first co-operative of coffee farmers to be certified in Africa. Their story is a stirring testament to what Fairtrade can achieve, and an inspiring way to cement what the whole movement has accomplished over the past 20 years.

Coffee is central to the lives of KCU’s 60,000 members. Olivia Mwombeki, a field officer who has worked for the co-operative for 25 years, explains how Fairtrade has helped the farmers:

‘With Fairtrade we have improved facilities here and enhanced quality production – we couldn’t have achieved them without it. The Fairtrade Premium has been used to build and improve schools and health centres and build roads and bridges to link the farming communities to the coffee production areas. It has even helped us buy our own instant coffee factory – the only one in the country.’

KCU has focused on investing in its members – from buying hulling machines to speed up the production process to financing organic conversion to help the environment and produce more valuable coffee. Yet it has also used Fairtrade Premium funds to secure their futures. It owns a charming 16-room hotel on the shores of Lake Victoria, a commercial centre and a bank – properties which are essential in enabling them to overcome two of a co-operatives biggest challenges – access to credit and security in volatile markets.

Change is blossoming elsewhere too. Coffee is seen in Tanzania as a man’s crop – just 20% of KCU’s farmers are women – but there’s awareness of the need to improve. Olivia, a widow, admits it is hard: ‘I am encouraging women to make a bit of money of their own, such as cleaning the coffee and working at the hulling site. In the old days … women weren’t allowed to be involved in the process. We are working for this to change.’

One of the most exciting projects signalling change is the Fairtrade Premium funded Hakima Girls Secondary School – the first school in the region to support and provide real opportunities for the very poorest girls. ‘Fairtrade has given us classroom tables, benches, computer equipment, solar panels and bathrooms,’ explains one Hakima pupil.

‘Girls in Tanzania are seen as not as important as boys. This school means that the daughters of coffee growers can …succeed and it will change our lives.’

Olivia’s focus is also on her children’s education. Security in her old age depends on how well they can support her. Do they want to be coffee farmers? ‘No’, she says, ‘but I am delighted at the future the KCU co-operative has helped me provide for my children. I have two boys and two girls: one at university studying law, another working in community development and engineering, another working to achieve a library certificate and the youngest at sixth form studying IT.’

Her message to the UK as to what we can do to support the co-operative is simple:

Please buy more fairtrade so you can keep remembering the farmers over here who grow the coffee.

Olivia Mwombeki

YOUR CHOICE MAKES A DIFFERENCE.
FAIRTRADE IS 20 THIS YEAR!

You may have heard that this year marks 20 years since the first product with the FAIRTRADE Mark was sold in the UK. In that time, Fairtrade supporters have helped make huge progress so that now millions of farmers, workers and their families have a brighter future.

We’re asking schools to celebrate with us by hosting a Bakesale Party to learn about Fairtrade, and to raise money so that we can reach more people still struggling under unfair trading terms.

Our free Bakesale Party packs have everything schools need to take part, including lesson plans, learning resources, student activities, posters and stickers!

And the response has been huge, with over 400 schools registered to take part and great feedback from participants. Yorkmead Primary School held their own version of the Bakesale Party and had a brilliant time fundraising for the Fairtrade Foundation.

After studying Fairtrade in their topic work, pupils made cakes using Fairtrade ingredients which they then sold to fellow students and parents.

They raised £61.39 which can help bring a fairer deal to more farmers and workers.

If you work at a school, or perhaps are trying to get your local school more involved in Fairtrade, why not organise a Bakesale Party? To order a free Fairtrade Bakesale Party pack head to www.fairtrade.org.uk/bakesale

FOUR REASONS TO TAKE PART

🌟 Student learning and skills building with free resources
🌟 Counts towards your Fairtrade Schools Award
🌟 Make a difference with your fundraising and bring a fairer deal to more people
🌟 Support Fairtrade and show your students they have the power to change the world

INGREDIENTS

Makes about 12 buns
Preparation time 15 minutes
Cooking time 10-12 minutes

- 120g (4oz) butter
- 170g (6oz) self-raising flour
- 60g (2oz) semolina or ground rice
- 85g (3oz) Fairtrade golden granulated sugar
- 120g (4oz) Fairtrade dates, finely chopped
- 120g (4oz) walnuts, chopped
- 2 large eggs, beaten
- 1 tsp Fairtrade vanilla extract

TOPPING

- 1 tbsp Fairtrade coffee granules
- 120g (4oz) Fairtrade golden icing sugar

Recipe courtesy of Fairtrade supporter Pat Ayres MBE, and featured in the Fairtrade Everyday Cookbook, edited by Sophie Diggin.

METHOD

1. Preheat the oven to 190°C/375°F/Gas Mark 5.
2. Rub the butter into the flour and semolina or ground rice in a large bowl.
3. Add the sugar, dates, and walnuts and combine.
4. Pour in the eggs and vanilla extract and mix to a stiff consistency.
5. Divide the mixture between 12 holes of a non-stick patty tin.
6. Bake towards the top of the oven for approximately 10-12 minutes.
7. Leave the buns to cool.
8. Make the icing by blending the coffee granules with 1 tbsp of boiling water. Then blend the coffee liquid with the icing sugar until the icing reaches drizzling consistency. Top each bun with icing and half a walnut, then leave to set.
Join us and Fairtrade supporters from across your region to celebrate the 20th anniversary of the FAIRTRADE Mark this autumn. Rather than host one national Supporter Conference this year, we’ve teamed up with 6 Fairtrade Towns and Cities to hold regional supporter conferences throughout September and October. Come along and meet a Fairtrade producer, hear and discuss the latest developments in Fairtrade, and find out what you can do to make fair trade a reality for more farmers and workers worldwide.

Conferences are taking place in Edinburgh, Truro, London, Sunderland, Preston, Belfast and Luton – visit fairtrade.org.uk/supporter-conference to find out more and register your free place.

Keep in touch

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Become a fan on facebook: facebook.com/fairtradefoundation

Browse our flickr stream: flickr.com/fairtradefoundation

Watch us on YouTube: youtube.com/fairtradefoundation

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